# RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

**RJR Account #094931**
Mr. E. Bush
MID-VALLEY CANDY

**SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER**

Dear Ed:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

**Display Detail / Item #541964**

| | |
|---|---|
| SKU CUBE: | **0.5020** |
| SKU WT (w/o Product): | **1.1350 lbs** |
| Retail Sales Offers per SKU: | **40 units** |
| Billing per SKU: | **4 Cartons** |

| PARTNERS 'BONUS' REPORTING DESCRIPTION | S A L _ 9 8 _ . 3 0 / _ 1 P K _ |
|---|---|

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retailer Letter
Retail Customer List

3QTRSAL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/xmpy0000

MID-VALLEY CANDY

# JULY DELIVERY
# SALEM TEAR TAPE

***UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED***

36 SKUs of Displays (Item #541964)

| UPC Code | SALEM BRAND STYLE | #/ (6M) Cases @ .30¢ Off |
|---|---|---|
| 12300-24194 | *Full Flavor* | 3 |
| 12300-24195 | *Full Flavor 100* | 2 |
| 12300-24196 | *Light* | 3 |
| 12300-24197 | *Light 100* | 2 |

**PRODUCT / DISPLAYS ARRIVAL:** JUNE 29, 1998

**SHIP DATE TO RETAIL:** WEEK OF: JULY 13, 1998

**EFT $ AMOUNT:** $3,246.10

**PACKING / SHIPPING PAYMENT** $70.00
(10 (6M) promoted case(s) @ $7.00).

## JULY Drive Period 807 / Promotion #800438

**PROMOTION DESCRIPTION:** *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

*RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)*

**Note to RJR Manager:**
**Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.**



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Source: https://www.industrydocuments.ucsf.edu/docs/xmpy0000

WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

| TERR | RETAIL | ACCT | NAME | ADDRESS | CITY | ST | ZIP | M85 QTY | M100 QTY | LT M85 QTY | LT M100 QTY | TOTAL QTY | CHAIN-ID | SUPPLIER |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 162204 | 162223 | 031702 | CONVENIENT FOOD#301 | 69 S MAIN ST | CARBONDALE | PA | 18407 | 5 | 5 | 5 | 5 | 20 | 1418-0100 | |
| 162204 | 162223 | 185704 | ZAZZERAS MARKET | 70 N CHURCH ST | CARBONDALE | PA | 18407 | 1 | | 1 | 1 | 3 | | |
| 162204 | 162223 | 549827 | MARTYS MARKET | PO BOX 238 | MESHOPPEN | PA | 18630 | 1 | 1 | 1 | 1 | 4 | | |
| 162204 | 162223 | 682622 | ABC MARKET | 507 MAIN STREET | FOREST CITY | PA | 18421 | 1 | | 1 | 2 | 4 | | |
| 162204 | 162223 | 706820 | CONVENIENT FOOD 302 | 330 NORTHERN BLVD | CHINCHILLA | PA | 18410 | 3 | 1 | 5 | 2 | 11 | 1418-0100 | |
| 162204 | 162223 | 735443 | MR B'S TOBACCO SHOP | 58 SALEM AVE | CARBONDALE | PA | 18407 | 6 | 6 | 6 | 6 | 24 | | |
| 162204 | 162223 | 776478 | CONVENIENT FOOD 300 | HIGHLAND AVE | CLARKS SUMM | PA | 18411 | 3 | 1 | 3 | 1 | 8 | 1418-0100 | |
| 162208 | 162222 | 536651 | CONVENIENT FOOD#301 | 142 S MAIN ST | PITTSTON | PA | 18640 | 5 | | 2 | 1 | 8 | 1418-0100 | |
| 162208 | 162220 | 715535 | CFM OF PA. #3005 | 283 PIERCE ST | KINGSTON | PA | 18704 | 1 | 2 | 1 | | 4 | 1418-0200 | |
| 162208 | 162222 | 777434 | FRANCIS NEWS | 287 MAIN ST | PITTSTON | PA | 18641 | 1 | | 1 | 1 | 3 | | |
| 162208 | 162222 | 960297 | CONVENIENT FOOD 300 | 410 N MAIN ST | OLD FORGE | PA | 18518 | 2 | | 5 | 1 | 8 | 1418-0100 | |
| 162209 | 162223 | 072932 | CONVENIENT FOOD 301 | 1515 N MAIN AVE | DICKSON CIT | PA | 18519 | 2 | 2 | 2 | 2 | 8 | 1418-0100 | |
| 162209 | 162221 | 184478 | SCHRECKS MARKET | 1501 N 5TH ST | STROUDSBURG | PA | 18360 | 4 | 3 | 2 | 1 | 10 | | |
| 162209 | 162229 | 185056 | POCONO SHOPPING CNT | P.O. BOX P | POCONO PINE | PA | 18350 | 1 | 2 | 1 | 2 | 6 | | |
| 162209 | 162222 | 185679 | MADZINS MARKET | 527 PROSPECT AVE | SCRANTON | PA | 18505 | 5 | 2 | 8 | 3 | 18 | | |
| 162209 | 162222 | 185685 | RICCARDOS MARKET | 617 3RD ST | DUNMORE | PA | 18512 | 2 | 1 | 2 | 4 | 9 | | |
| 162209 | | 185916 | SCOTTS STORE | 801 MULBERRY ST | SCRANTON | PA | 18503 | 2 | 1 | 1 | 1 | 5 | | |
| 162209 | | 186087 | GLINSKYS DRUGS | 1101 MAIN ST | HONESDALE | PA | 18431 | 1 | 2 | 1 | | 4 | | |
| 162209 | 162222 | 471168 | APLUS MINI MART | 1227 S MAIN AVE | SCRANTON | PA | 18504 | 3 | 1 | 3 | 1 | 8 | | |
| 162209 | | 534737 | PROPST BUY RITE MKT | 377 MAIN ST | ARCHBALD | PA | 18403 | 2 | 2 | 2 | 2 | 8 | | |
| 162209 | 162229 | 577211 | STROUDSBURG EXXON | 100 MC CONNEL ST | STROUDSBURG | PA | 18360 | 2 | 1 | 2 | 2 | 7 | | |
| 162209 | 162222 | 633853 | CONVENIENT FOOD 302 | 340 W MARKET ST | SCRANTON | PA | 18508 | 4 | 1 | 8 | 1 | 14 | 1418-0100 | |
| 162209 | 162229 | 657095 | LAUREL BEVERAGE INC | 830 MONROE ST | STROUDSBURG | PA | 18360 | 1 | 1 | | | 2 | | |
| 162209 | 162222 | 665462 | APLUS | 1218 O'NEIL HWY | DUNMORE | PA | 18512 | 3 | 1 | 5 | 1 | 10 | 0362-0101 | |
| 162209 | 162222 | 667469 | CFM OF PA. INC #303 | 899 DAVIS ST | SCRANTON | PA | 18505 | 1 | 1 | 2 | 2 | 6 | 1418-0200 | |
| 162209 | 162222 | 673294 | ONE STOP TOB SHOP | 725 S MAIN AVE | SCRANTON | PA | 18504 | 4 | 1 | 4 | 3 | 12 | | |
| 162209 | | 725273 | MICHELLE'S CIGARS | 1400 N WASHINGTON | SCRANTON | PA | 18509 | 1 | 1 | 1 | 1 | 4 | | |
| 162209 | 162229 | 735459 | CFM OF PA. INC #302 | 801 LUZERNE ST | SCRANTON | PA | 18504 | 1 | 1 | 1 | 1 | 4 | 1418-0200 | |
| 162209 | 162222 | 742094 | CONVENIENT FOOD 300 | 1801 PITTSTON AVE | SCRANTON | PA | 18505 | 1 | | 4 | 2 | 7 | 1418-0100 | |
| 162209 | 162222 | 776968 | CONVENIENT FOOD 300 | BLVD & OLUPHANT | SCRANTON | PA | 18509 | 4 | 1 | 4 | 3 | 12 | 1418-0100 | |
| 162209 | 162222 | 777319 | TELLS CORNER NEWS | 1010 DIAMOND AVE | SCRANTON | PA | 18508 | 2 | | 1 | | 3 | | |
| 162209 | 162223 | 777531 | SCHIFF'S BEVERAGE | 3380 N MAIN AVE | SCRANTON | PA | 18508 | 6 | 1 | 5 | 2 | 14 | | |
| 162209 | 162229 | 785145 | CFM OF PA. INC #302 | 1100 MOOSIC ST | SCRANTON | PA | 18505 | 1 | 1 | 1 | 1 | 4 | 1418-0200 | |
| 162209 | 162222 | 973077 | CONVENIENT FOOD 302 | 401 WYOMING AVE | SCRANTON | PA | 18503 | 2 | 2 | 2 | 2 | 8 | 1418-0100 | |
| 173806 | 173820 | 092274 | CONVENIENT FOOD#301 | 700 FRONT ST | FREELAND | PA | 18224 | 2 | 2 | 2 | 2 | 8 | 1418-0100 | |
| 173806 | 173820 | 777540 | CONVENIENT FOOD#301 | 51 W JUNIPER ST | HAZLETON | PA | 18201 | 2 | 2 | 2 | 2 | 8 | 1418-0100 | |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| PAGE BREAK TOTAL ACCOUNTS | 36 | TOTAL QUANTITY | 88 | 49 | 97 | 62 | 296 |
| TEMPLATE TOTAL ACCOUNTS | 36 | TOTAL QUANTITY | 88 | 49 | 97 | 62 | 296 |

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Source: https://www.industrydocuments.ucsf.edu/docs/xmpy0000

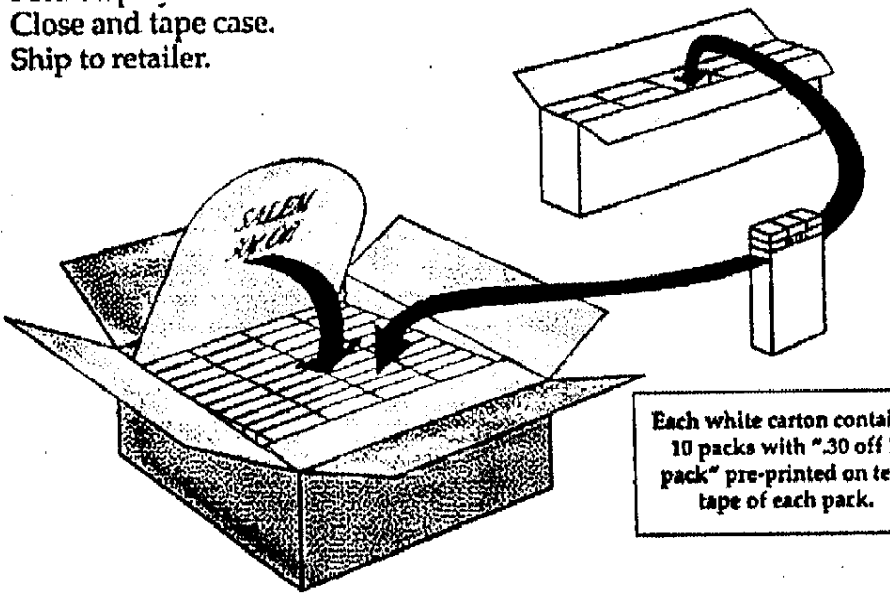
**WHOLESALER PACKING INSTRUCTIONS**

**SALEM TEAR TAPE** **3RD QTR.'98**

# July SALEM 30¢ OFF 1 Pack Tear Tape

## STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.




Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

**Item: #** 541964

**MSA Promotion Reporting Description:** SAL 98 .30/1 PK

| | | | | | | |
|---|---|---|---|---|---|---|
| **Brand Style** | | | | | | |
| **Number of Cartons** | | | | | | |



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# Salem '98

## 30¢ Off Pack Promotion

**NOW OFF-INVOICE**

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

### 40-PACK SHIPPER DISPLAY

item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated

item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

### SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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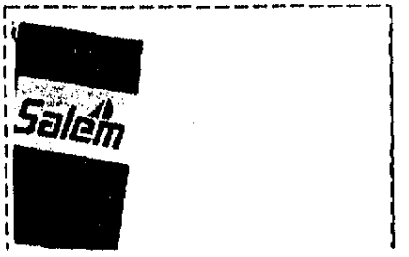
RJR TOBACCO




*To All RJR Retail Partners*

# *RETAILER LETTER*

## *SALEM .30¢ OFF / PACK*

## *$3.00 OFF / CARTON*

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

*ROU #1610*

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